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**What is Claimed is:**

1. A method for increasing release of a cationic lotion component from a wet wipe, comprising the steps of forming a single ply web material comprising cellulosic fibers; treating the fibers of the web material with a solution of a chemical blocking material to provide in the web material about 2.1% to about 5% (by dry weight of cellulosic fibers) of the chemical blocking material; and treating the web material with a chemical lotion containing the cationic lotion component after the step of treating the fibers.
2. The method of claim 1 wherein the solution of chemical blocking material is applied to the fibers after the web material is formed.
3. The method of claim 1 wherein the solution of chemical blocking material is applied to the fibers before the web material is formed.
4. The method of claim 1, wherein the web material comprises about 20% to about 100% cellulose.
5. The method of claim 1, wherein the chemical blocking material comprises a polyamide-epichlorohydrin resin; a polyamide resin; a melamine resin; a high molecular weight cationic chemical material or combinations thereof.
6. The method of claim 1, wherein the chemical blocking material comprises about 2.1% to about 2.5% (by dry weight of cellulose fibers) in the nonwoven sheet.
7. The method of claim 1, wherein the web material comprises a wet laid, air laid or carded portion.
8. The method of claim 1, wherein the step of forming the web material comprises air laying the cellulosic fibers; and the step of treating the fibers comprises adding the chemical blocking material to the web material using a size press or a

spray application, wherein the chemical blocking material comprises at least one of a polyamide-epichlorohydrin resin; a polyamide resin; a melamine resin; or a high molecular weight cationic chemical compound.

9. The method of claim 1, wherein the step of forming the web material comprises carding the cellulosic fibers; and the step of treating the fibers comprises adding the chemical blocking material to the web material using a size press or a spray application, wherein the chemical blocking material comprises at least one of a polyamide-epichlorohydrin resin; a polyamide resin; a melamine resin; or a high molecular weight cationic chemical compound.

10. The method of claim 1, wherein the step of forming the web material comprises preparing a furnish of the cellulosic fibers in a fluid and wet laying the furnish over a forming surface; and the step of treating the fibers comprises adding the chemical blocking material to at least one of the furnish or the formed web material, wherein the chemical blocking material comprises at least one of a polyamide-epichlorohydrin resin; a polyamide resin; a melamine resin; or a high molecular weight cationic chemical compound.

11. The method of claim 1, wherein the web material further comprises at least one of synthetic material or bicomponent fibers.

12. A method of decreasing cationic lotion component binding to cellulose material in a wet wipe sheet, comprising:

preparing a furnish comprising cellulose material in a fluid;  
wet laying the furnish over a forming surface to form a mat; and  
drying the mat to form a single ply sheet;  
adding about 2.1% to about 5% (by weight of cellulose material) of a chemical blocking material to at least one of the furnish, the mat or the sheet; and  
soaking the sheet with a chemical lotion including the cationic lotion component after the step of adding the chemical blocking material to form a wipe;

wherein the wipe comprising about 2.1% to about 5% of chemical blocking material retains about 10% less of cationic lotion component as compared to a wipe comprised of similar materials without the chemical blocking material.

13. The method of claim 12 wherein the furnish further comprises at least one of synthetic material or bicomponent fibers.

14. The method of claim 12 wherein the chemical blocking material comprises at least one of a polyamide-epichlorohydrin resin; a polyamide resin; a melamine resin; or a high molecular weight cationic chemical compound.

15. The method of claim 12 wherein the chemical blocking material consists essentially of a polyamide-epichlorohydrin resin.

16. The method of claim 12, comprising the step of hydroentangling the mat prior to the step of drying.

17. A disinfectant wet wipe, comprising a single ply nonwoven fibrous sheet comprising about 20% to about 100% cellulose material; about 2.1% to about 5% (by dry weight of cellulose material) of a chemical blocking material; and a chemical lotion comprising a disinfectant material including at least one of dimethyl benzyl ammonium chloride or dimethyl ethylbenzyl ammonium chloride; wherein the chemical blocking material lessens retention of the disinfectant material to the nonwoven sheet.

18. The wet wipe of claim 17 wherein the chemical blocking material is a polyamide-epichlorohydrin resin.

19. The disinfectant wet wipe of claim 17 comprising about 2.1% to about 2.5% (by dry weight of cellulose material) of the chemical blocking material.